



# Stronger Signals Ahead For Emergency Alerts



**M**adison County residents can expect a more reliable and locally recognizable emergency alert system in May as the county strengthens how it delivers urgent public safety messages.

The Madison County Emergency Management Agency (EMA) is transitioning to Everbridge from CodeRED for mass communications, a move driven by concerns over alert reliability and overall messaging performance.

“CodeRED served this community well for several years, but now it’s time for a productive change,” Madison County EMA Director Fred Patterson said. “This transition strengthens our ability to communicate quickly and clearly when it matters most.”

### Why the Change

Madison County EMA relies on a contracted third-party provider to send mass notifications through the federal public alert system during emergencies, including shelter-in-place orders, evacuations and area avoidance alerts.

EMA emphasized that all official weather warnings and watches will continue to come from the National Weather Service, which remains the authoritative source for severe weather information.

The transition also addresses past issues tied to weather alert delivery, including redundancy concerns and inconsistencies in how alerts reached residents.

“We rely on the National Weather Service for all weather-related warnings and watches,” Patterson said. “They are the professionals who provide that information, and our job is to make sure those alerts reach our residents effectively.”

### Clearer Calls, Local Recognition

One of the most noticeable improvements for residents will be how alerts appear.

Under the current system, some notifications originate from an out-of-state number, leading to confusion or missed calls. With Everbridge, alerts will come from a local number clearly identified as Madison County EMA.

“That local identification will eliminate confusion and help residents recognize immediately that the call is coming from their county emergency management agency,” Patterson said.

### What Residents Should Expect

The transition is expected to begin in May, with EMA planning a full rollout once final testing and setup are complete.

A detailed public information campaign will follow, providing instructions on how to register, update contact information and understand the new system’s features.

### Stay Prepared with Multiple Sources

Even with the upgraded system, EMA encourages residents to avoid relying on a single alert method.

“I encourage people to have more than one resource for weather alerts,” Patterson said. “No single system should be your only source during severe weather.”

Residents are urged to use a combination of tools — including mobile alerts, weather radios and trusted weather apps — to stay informed and safe.

More information will be shared by Madison County EMA as the transition takes place.